


The impact of security, audio-visual, time-saving orientation, relative advantage and trust in fast food websites on purchase intention

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ABSTRACT

Background: The marketing value of the characteristics of a website is vital to both business and academia. Several useful characteristics of websites have been investigated independently and mostly for developed economies. Consequently, developing economies have to depend on results obtained outside of their developmental contexts. Fast food website-based marketing and transactions have to a large extent, applied what has been available from disjointed findings based on other industries.

Purpose of the study: The objective of this article was to empirically investigate whether security, audio-visual, time-saving orientation, relative advantage, and trust in fast food websites have an impact on purchase intention in South Africa.

Methodology: Study respondents were selected following the convenience sampling method. About 202 students from a South African university in Gauteng participated in the study. The study used the SPSS 25 and AMOS 28 statistical packages for data analysis.

Results: The results prove that the selected independent variables positively impact fast food purchase intention and thus validated the proposed model.

Implications: These results glaringly invite further academic scrutiny to unearth other characteristics that positively or negatively influence fast food purchase intention. The outcomes could further be qualitatively scrutinized to understand why these characteristics work.

Managerial implications: Enormous opportunities also arise for other industries that use websites for marketing and transactions. This should assist managers in creatively applying limited resources to outperform the competition as will be explained in the text.

Keywords: Security; Audio-visual; Time-saving orientation; Relative advantage; Trust; Purchase intention.

JEL classification: M31; M37; O18; O35

Disclosure statement

There are no potential conflicts of interest to be reported.



INTRODUCTION

Management strategy requires information to better understand client needs and align with their expectations (Soni, 2020), to better fit these expectations (Rosario & Raimundo, 2021). The ideal space to locate most information on client needs is on the Internet (Rosario & Raimundo, 2021), the digitalized source of information (Tappen et al., 2022), due to the global increase in online shopping and its' wide reach (Qalati et al., 2021). Internet technology provides an ideal platform for online transactions (Bergeron et al., 2022) by allowing visibility, access to the market, and easy sales and transactions (Ghesmati et al., 2022). One important application of internet technology is the use of websites (Yudana, & Prapitasari, 2022). Many studies attest to the tremendous growth of this application (Alzoubi et al., 2022; Williamson et al., 2022; Coffey & Coffey, 2022). Websites represent one of the fundamental tools in online business strategies because they provide platforms that present in-store experience and interaction to influence purchase decisions (Kidane & Sharma, 2016), and allow comparisons and decision-making (Ghandour, 2015; Mozas-Moral et al., 2021). Websites also act as channels through which communication between companies and their customers takes place and where information about companies' offerings is displayed (Fernández et al., 2019). Through its website, a company can engage in public relations, sales promotion, and relationship marketing initiatives (Louw & Nieuwenhuizen, 2019), actions that positively impact customers' purchase decisions (Ahmed & Shaker, 2021). It is therefore reasonable to conclude that well-developed websites can give companies a competitive advantage (Kumar & Pansari, 2016; Ahmed et al., 2021).

Another notable trend is that most online transactions are made by young people (generation Y and Z) (Melović et al. 2021; Lathabhavan & Padhy, 2022; Roth-Cohen et al., 2022), the generation that is mostly composed of 18-40 years (Rahmawati, Ratnasari et al., 2022). All these developments happen in the context of the growth in the fast food industry (FFI) as confirmed by both Shahzad et al. (2022) and Zion Market Research (2017). The growth in the FFI can be attributed to the fact that fast food (FF) is easily accessible, inexpensive and attractive, affords people a degree of autonomy and agency (Shahzad et al., 2022), and offers variety, convenience, and availability (Ehsan, 2012). Fast food (FF) is generally associated with consumers' tastes and lifestyles (Akbaty et al., 2007). Xue et al, (2019) and Khalid et al., (2019) state that the trend of FF consumption is more pronounced among young people in developing economies. The growth in the purchasing power of the young generation, their shift toward fast food consumption, and the increasing use of website technology make the understanding of their purchasing decisions attractive (Melovic et al., 2021).

PROBLEMS AND PURPOSE OF THE STUDY

Xiao et al, (2018) empirically investigated factors that affect purchase intention amongst Generation Y. The constructs for that study were price, service quality, restaurant environment, and food quality. Further, Jha et al, (2022) conducted a study that dealt with fast food purchase intention for the Generation Z group, and their study only concentrated on how community social involvement influences Generation Z fast food purchase decisions. The above examples illustrate how fragmented the studies for the two generations in the fast food industry are. A gap, therefore, remains to further investigate how other factors might influence both Generation Y and Z fast food consumption behaviours. A call, therefore, by Chang et al, (2019) and Boardman and McCormick (2021) for research into website characteristics that influence purchase intention, especially for these groups (which according to Dwidienawati and Gandasari (2018)) account for more than fifty percent of the world's population is still valid. Subsequently, studies in developed economies have been undertaken (Akpan et al., 2022; Huseien & Shah, 2022). Some studies indicated that websites should be interactive (Nasir et al., 2021; Villasana et al., 2020), useful (Carlos et al., 2021), be of excellent quality (Akgül, 2021; Meade & Dreyer, 2021), contain audio-visual and time-saving elements (Hussein et al., 2022). Valdez-Juárez et al., (2021) brought a different angle to website characteristics by highlighting challenges for website-based transactions. Highlighted issues are website design, security, trust, risk, uncertainty, and satisfaction with online purchases. The common thread among all these website attributes and challenges is that they were investigated in isolation (industry specifications such as buyer type, hospitality industry, etc), in contexts outside of the FFI (Ameen et al., 2021; Kalia & Paul, 2021), and were conducted in a developed economies' contexts. Academics concur that research context matters (Irshaidat et al., 2022; Floyd & Grubbs, 2022)

and that effective persuasive features for one group may not be appropriate for another (Nkwo & Orji, 2021). Presently, there is an under-exploration of the antecedents of purchase intention in developing countries' contexts (Xue et al., 2021). Therefore, an investigation into issues applicable to developing countries' technology-inspired antecedents for Generations Y and Z to fast food purchase intention is worthwhile. The present study was conceptualized as a response to these identified knowledge gaps by investigating the antecedents of South African Generation Y and Z's website-inspired fast food purchase decisions. In line with sound academic practice, the researchers gleaned from previous works to identify Audio-visual (AV), Relative advantage (RA), Time saving (TSO), Security (SECURITY), and Trust (TRUST) as possible antecedents to FF purchase intention in South Africa (Hung et al., 2014; Al-Debei et al., 2015; Mohammad et al., 2022). The purpose of the study was to use the Behavioral reasoning theory (BRT) to develop a new research framework applicable to the fast food industry in South Africa and with possible extension to other industries. The validation of the model would hopefully extend the application of the BRT to fast food operations in a developing economy context. The impact of the identified variables on fast food purchase intention could be further investigated in other developing countries and comparisons can be made between what applies to those economies and in South Africa. Comparative studies between developed and developing economies can also be undertaken. The study also holds promise for other businesses that operate in SA. It will assist them when making technology investment decisions, as will be shown below. The rest of the article is organized as follows. The first part deals with the literature review, the second part methodology, followed by data analysis, and lastly, results discussion, implication, and recommendations of the study.

LITERATURE REVIEW

This subsection covers the grounding theory, operationalization of the dependent variable, and hypotheses development.

GROUNDING THEORY

This study is anchored on arguments derived from Behavioral reasoning theory (BRT). Kempen and Tobias-Mamina (2022) describe BRT as a new theory in the field of marketing that links attitudes, beliefs, behaviors, reasoning, and subjective norms in favor of and against consumer purchasing intentions. BRT is one theory that bridges the gap between motives, intentions, barriers, and behavior in the adoption of technology (Claudy et al., 2017). In so doing, it provides a bridge for disjointed technology acceptance theories (Dhir et al., 2021). It, therefore, covers issues related to innovation adoption, persuasion, and possible resistance to acceptance (Kempen & Tobias-Mamina, 2022). This theory adequately caters to the variables for the present study (namely; website audio-visual, relative advantage, website security, trust in the website, and purchase intention) because it deals with both the issues that motivate young people to transact online and those that create barriers to the adoption of website technology. The theory has been successfully applied in other food research contexts such as organic food purchase intention (Leyva-Hernández et al., 2023). It has also been applied in a technology acceptance context such as artificial intelligence (Mariani et al., 2022.). Given the above context, the theory was deemed robust enough to ground the present study.

OPERATIONALIZATION OF THE DEPENDENT VARIABLE (PURCHASE INTENTION)

Consumers purchasing intention (PI) through the Internet is an important phenomenon in the world of marketing (Ali & Aziz, 2022). It can be defined as an individual's subjective possibility that they will perform some behaviour (Fagan et al., 2003; Saprikis et al., 2018). To cater to online PI, Ahmed, Ali, and Top (2021) define purchase intention as the consumers' intention to create a relationship with web retailers online and to make online transactions with them. PI is largely shaped by customers' thoughts and perceptions (Balasudarsun et al., 2022). Its' importance lies in the fact that behavioural intention is viewed as a direct precursor of usage and provides an indication of a person's readiness to perform a specific behavior (Usman & Kumar, 2021). It is, therefore, a significant component of the long-term sustainability of any business (Balasudarsun et al., 2022).

HYPOTHESES DEVELOPMENT

The subsection covers hypotheses development for the relationship between the independent variables (website audio-visual, website relative advantage, website time-saving, website security, and website trust) and the dependent variable (PI).

Website Audio-visual elements and fast food purchase intention (VA-PI)

Website advertisements should contain audio-visual elements. Advertising aims to inform, persuade, remind (Kotler & Armstrong, 2017), and to give customers a positive perception of the brand (Zeng et al., 2022). The most important people's perception modalities are audio and visual (vision, hearing, taste, touch smell) (Laukkanen et al., 2022). In an attempt to cover these different areas, and with the increased use of the internet, online audio and visual are becoming more popular (Chen & Panyaruang, 2021). Trinanda and Sari (2021) state that website advertisements with audio-visual elements can achieve that. Rodriguez (2021) and Darmawan and Setyani (2021) also showed that the most popular advertisements among young people (18-29) are those with audio-visual elements. Further, Rahayu, (2021) and Darmawan and Setyani, (2021) demonstrated that consumers' perception of the utility of attitude through audio-visual media has a positive impact on consumer buying behavior. Also, Abernethy and Franke, (1996); Poels and Dewitte, (2006) had earlier shown that it improved advertising efficiency in terms of participants' attitudes toward the website food communication (advertisements) and purchase intention, and Herget et al, (2021) also noted that music in an advertisement can have a more positive effect on commercial, product, and brand evaluation, as well as on recall and purchase intentions. Following this logic, for website-based communication, the study hypothesizes that:

H1: Fast food website advertisements with audio-visual elements have a significant positive impact on customers' purchase intention.

Website's Relative Advantage and fast food purchase intention (RA-PI)

Relative advantage refers to the advantage that individuals perceive about the innovation when an innovation comes to life rather than its intellectual dimension (Yaprak et al., 2021). It is advantageous when it comes to life or deaf issues (Hashem & Tann, 2007). Yaprak, et al, (2021) state that Innovation is perceived with relative advantage (degree of an advantage over a precursor), complexity (difficulty perceived by the individual about the innovation), compatibility (consistency of the innovation with past and future), trialability (ease of the trial) and observability (the degree of innovation being transferred from individual to individual). In the present context, relative advantage refers to the perceptions of customers about the importance of purchasing online (Alhaimer, 2022). Japutra et al, (2022) state that customer perception of relative advantage positively influences the behavioral intentions toward a brand. The advent of COVID-19 has presented customers with the possibility of online transactions. This infers that the relative advantage of online purchasing has increased because of its role in protecting people from physical contact (Alhaimer, 2021). Taking the above into consideration, the study posits that:

H2: Perceived relative advantage of a fast food website has a significant positive effect on purchase intention.

Website's Time-saving Perception and fast food purchase intention (TSO-PI)

The use of the website can save time (Tanti et al., 2021). The time-saving deals with delayed and immediacy of service (Bagaiñi et al., 2022; Vosburg & Robinson, 2022). Escobar-Rodríguez and Bonsón-Fernández, (2017) state that the time-saving nature of online shopping is a motivational factor. According to Gnanadhas and Sunitha, (2014), time savings can come from the reduction of costs of fuel to drive to shops, the number of options, and ease of access without long queues from anywhere. Ahmed, Ali, and Top (2021) describe time-saving as the reduction and absence of the need to hold in lengthy lines to get your desired product, buyers having access to very tiny details about the

product they desire to purchase resulting in further access to observe other customers' reviews and satisfaction rates on the particular product. Time-saving is one of the factors in purchase intention during the COVID pandemic (Hong et al., 2021). Gleaning from the above discussion, it can be hypothesized that:

H3: Fast food websites perceived as saving customers' time have a significant positive effect on their purchase intention.

Fast food website security and purchase intention (SECURITY-PI)

Security may be defined as defending the information of transactions and clients from internal and external fraud/crook utilization (Dhingra et al., 2020). Security can be described as the extent to which shoppers consider that their online transactions are free from unauthorized access, use, change, and destruction (Chiemeke; Ewwiekpaefe, 2011). Security feelings go hand in hand with perceptions of safety (Ylönen et al., 2022), of both data, physical harm, and loss (Deal & Sambasivam, 2022). It also goes together with online privacy concerns (Mgiba, 2021). It is also a known challenge for online transactions all over the world (Tarhini et al., 2015; Qalati et al., 2021). Tarhini et al. (2015) highlighted that security was the main reason why potential customers were scared to do business online. Hence, the perception of risk concerning internet security has been acknowledged as a concern for all users of internet technologies (Kabango & Asa, 2015). The need for the security and safety of information systems has been identified as a key factor in satisfying the needs of consumers (Valdez-Juárez et al., 2021). It stands to reason that business websites should provide information that highlights the privacy and security features of their websites. Further, Qalati, et al, (2021) and Valdez-Juarez et al, (2021) confirmed that a higher level of website security has a positive and significant effect on online consumer satisfaction. Merhi et al., (2019) also concluded that behavioural intention was influenced by perceived security, perceived privacy, trust, and habit of mobile banking users. In this regard, security must be ensured that online transactions are safe as well as protect consumers' privacy online retailers (Kumar & Dange, 2012). Thus, security is a major predictor of consumers' intention to shop online (Usman & Kumar, 2021). Security and privacy concerns are related to the fear of personal data misuse and hacking (Balta-Ozkan et al., 2013; Attié & Meyer-Waarden, 2022). Building from the literature review, the following hypothesis for fast food purchaser intention is posited:

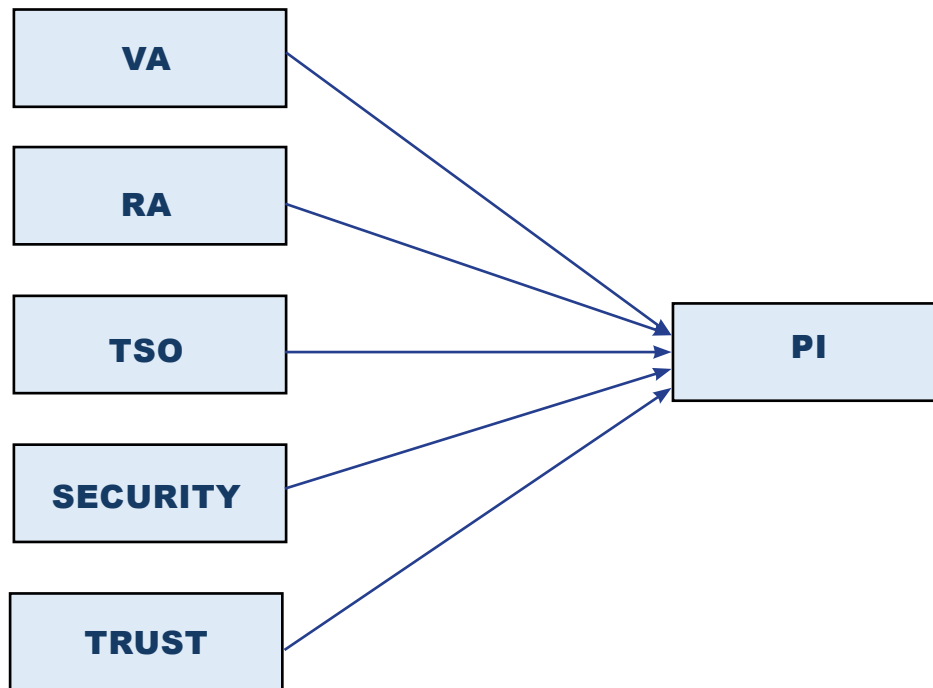
H4: Website security in a fast food website has a significant influence on fast food purchase intention

Trust in the fast food website features and the Intention to purchase (TRUST-PI).

Trust is the core of every human relationship and communication (Thagard, 2021) and a binding force in online shopping between buyer and seller transactions (Qalati et al., 2021; Khan et al., 2015). It comprises three main elements (predictability, reliability, and fairness) and is considered an economic calculation where the values are explored by the comparisons between the relationship, creating and sustaining with the actual costs of serving it (Yuen et al., 2018). To product recommendations on social networking sites such as Facebook, perceived ability, perceived benevolence/integrity, perceived critical mass, and trust in a website were four important antecedents of trust (Kim & Park, 2013). Customers may be reluctant to purchase online due to a lack of trust (Qalati et al., 2021). In the website context, Bauman and Bachmann (2017) affirm that online trust is the most crucial element of business strategy as it lessens perceived risk and creates positive word of mouth. Perceived trust is best defined as having certainty about an online store, having absolute certainty that the quality they advertise is the quality the consumer gets while he/she purchases (Budur et al., 2019; Torlak et al., 2021). That is why all consumers have some levels of distrust in their minds about buying online (Winand & Pohl, 2000). There are many trust issues among consumers while online shopping, including the quality of the product, the faithfulness of the price, the delivery process, etc. Lastly, it was observed that trust was positively related to online purchase intentions (Ahmed et al., 2021). It can also be concluded when customers perceive a business website to be secure and free from risks, trust in online transactions with that business will also be enhanced. For the South African context, this study, therefore, hypothesizes that:

H5: Trusting a fast food website has a significant impact on purchase intention.

The above set of hypotheses can be summarized in the conceptual framework in Figure 1.



Source: From proposed hypotheses

FIGURE 1: POSITED RESEARCH MODEL

METHODOLOGY

To test the hypotheses, the researchers used the positivist approach as recommended by the literature (Washika et al., 2021; Park et al., 2021), because this approach is both observable and measurable (Washika et al., (2021). The targeted groups were both Gen Y (born in 1981-1995) and Gen Z (1995-2012) (Barhate & Dirani, 2022), the generations largely born at the beginning and the heart of technological advances (Mahmoud et al., 2022). The oldest among these groups is about 40 years old. The reason for targeting these groups was that they are educated (Nour et al, 2022), lavish with money (Saeed & Azmi, 2019), and are accustomed to transacting online (Deka, 2018). The respondents were all based in a Johannesburg University in South Africa. They are assumed to be technology savvy, driven by technology (Rhoth-Cohen et al., 2022), and able to furnish the required responses to the questionnaire (Bhore & Pandita, 2022). This assumption is supported by other studies (Nguyen et al., 2022; Rhoth-Cohen et al., 2022; Udhany & Simangunsong, 2022). Sampling followed examples of recent studies that dealt with technology adoption and used the Non-probability approach (Casstro-Martin et al., 2022). The approach is also in line with studies that used theory (namely TAM) closely related to BRT. (Nasution & Azmin, A2018; Wulandari, 2020). The common elements between TAM and BRT are that they are all applied in the acceptance of technology.

Primary data was collected using a structured questionnaire (Bhore & Pandita, 2022). Each of the six variables was measured using five reflective items adapted from prior studies. Ariffin et al., (2018), and Oghazi et al., (2018) contributed a huge chunk of the construct indicators for the study. The latent constructs were measured using a 5-point Likert scale ranging from 1 = "strongly disagree" to 5 = "strongly agree") to record responses (Nkwo and Orji, 2021; Prasetyo et al., 2021).

Following standard COVID-19 protocols, online surveys, in the form of Google questionnaires, were used to collect the data (Singh & Sagar, 2021; Cleave, 2020; Menon & Muraleedharan, 2020). The data was transferred to an Excel spreadsheet and downloaded by the researcher for analysis purposes. The researchers targeted a sample size of 300 respondents but only achieved 202 fully completed questionnaires. This was considered acceptable to cater to both adequate statistical power (Hair & Alarmer, 2022) and SEM's minimum sample size requirements of 200 participants

(Hair et al., 2019). A proper statistical power ensures the satisfactory probability of detecting the effects of interest (independent and dependent variables) for the researchers (Baguley, 2004). Throughout the project, the researchers followed all known ethical requirements of informing the participants of the purpose of the study (Malik et al., 2017) and explaining how their privacy and anonymity would be protected (Mgiba & Chiliya, 2020). No data were collected to identify individual participants, and there were no incentives to encourage their participation. There were also, no reminders to complete the questionnaires (Saleh & Bista 2017). Lastly, the researchers obtained an ethical clearance certificate from a Johannesburg-based institution of higher learning in Johannesburg. The ethical clearance certificate protocol number is H21/05/41.

DATA ANALYSIS

This study applied structural equation modeling (SEM) for data analysis, due to its advantages. SEM is ideal for investigating the relationships among unobserved variables (Mueser et al. 2017). Using the SEM approach, analysis can include latent constructs while accounting for measurement errors in the estimation process (Ledermann & Kenny 2017), and, most importantly, it provides support for examining and validating hypotheses due to its ability to do away with bias and distortion (Avkiran 2018; Naor & Punj 2015). Amos version 25 was applied to analyse both the measurement and the structural models (Kim et al., 2018; Ringle, Wende & Becker 2015), following Gerber's two-step approach (Zhao, Xub & Wang 2019). Confirmatory factor analysis (CFA) and path analysis were performed simultaneously (Davari & Rezazadeh 2015). According to (Li et al, (2016 SEM is suitable for evaluating the measurement model's reliability and validity (how well the latent variables are measured by the observed variables). The survey data was analyzed in the following order: demographic information, measurement model accuracy assessment, model fitness tests, and hypotheses testing.

DEMOGRAPHIC INFORMATION DISCUSSIONS

For demographic information analysis, the researchers SPSS. The descriptive statistics are summarized in Table 1.

TABLE 1: DEMOGRAPHIC INFORMATION OF PARTICIPANTS

Information		Frequency	Percentage
Gender	Male	139	68.8
	Female	59	29.2
	Prefer not to say	4	2
Age	18-25	122	60.4
	26-35	36	17.8
	35 and older	44	21.8
Access to internet	Yes	201	99.5
	No	1	0.5

Source: Analysis results.

Please note: The age groups included in the analysis for Generations Y and Z have been given in the document. All the respondents fall within the required age groups.

From the table, the majority of the respondents were males at 68.8%. The female respondents accounted for 29% and "the preferred not to say" 2%. The profiles correspond well with the university population numbers of more males than females as reflected in the gender fact sheet of the South African Department of Higher Education and Training (dhet.org.za). For the age groupings, the majority of the participants were under Generation Z (18-25 years), followed by Generation Y (26-40+). Of those participants, about 99.5% had access to the internet and websites. Judging from the data collected using the online approach, the researchers concluded that all the respondents had some access to these communication technologies. A consumer would not be able to purchase goods online without the ability to access the internet.

ASSESSMENT OF THE MEASUREMENT/INNER MODEL

Before the assessment of the structural model, the inner model's accuracy had to be checked (Qalati et al., 2021), by assessing the reliability, validity of the model, and model fitness (Nhlabathi et al., 2021).

The reliability of a measuring instrument shows the extent to which this measurement can provide relatively no different results when repeated measurements are made on the same subject, as long as the aspects measured in the subject have not changed (Widohardhono et al., 2022). In line with sound academic practice, the reliability of the model, the item-to-total correlation coefficient (ITT), and Chronbach-alpha values were used (Uzun et al., 2022). ITT tests the correlation between any item with the total scores without that Item (Flom, 2022). If the ITT value is greater than 0.3, a good correlation is confirmed. Any item whose ITT value is below 0.3 should be removed (Silva, 2017). Using that logic, some items were discarded before the final model was confirmed. Also, to further confirm the reliability, the Cronbach-alpha should be greater than 0.6 (Hair et al., 2020; Nasution et al., 2021). The values for both ITT and the Chronbach-alpha in Table 2 above confirm the reliability of the measurement model.

TABLE 2: RELIABILITY AND VALIDITY ANALYSIS RESULTS

Variable	Number of items	Mean	Standard deviation	Chronbach alpha	Item to total	Item to total correlation
Security	3.70	3.70	0.94	0.81	0.68	0.75
	3.12	3.12	1.12		0.67	0.82
	3.45	3.45	0.89		0.65	0.72
	3.97	3.97	0.99		0.52	0.60
Audio-visual	4.94	4.94	0.65	0.62	0.24	0.44
	4.36	4.36	0.85		0.30	0.47
	3.94	3.94	1.07		0.41	0.49
	4.27	4.27	0.79		0.60	0.80
	4.05	4.05	1.02		0.36	0.42
Relative advantage	4.36	4.36	0.73	0.74	0.48	0.61
	3.50	3.50	1.03		0.53	0.61
	3.71	3.71	0.99		0.56	0.63
	3.82	3.82	0.99		0.49	0.53
	4.45	4.45	0.65		0.48	0.64
Time-saving orientatiON	4.17	4.17	0.84	0.81	0.63	0.70
	3.99	3.99	0.88		0.54	0.64
	4.04	4.04	0.86		0.67	0.75
	4.31	4.31	0.82		0.54	0.63
	4.17	4.17	0.99		0.58	0.64
Purchase intention	4.17	4.17	0.75	0.87	0.46	0.47
	4.42	4.42	0.68		0.60	0.61
	4.51	4.51	0.67		0.52	0.53
	3.80	3.80	1.02		0.50	0.53
	3.80	3.80	0.96		0.53	0.53
	4.22	4.22	0.79		0.61	0.61
	4.19	4.19	0.75		0.72	0.79
	3.98	3.98	0.82		0.67	0.70
	4.15	4.15	0.78		0.64	0.74

Source: From analysis results

Measuring the validity of the instrument is another requirement for measurement model analysis (Mohajan, 2017). The validity of the model deals with the extent to which the instrument measures what it intends to measure (Mishra et al., 2022). For the present study, both the convergent and discriminant validities were checked. Towards that end, factor loadings (to measure convergent validity) and the correlation matrix (to measure discriminant validity) were used. Factor loadings for the study are represented in Table 2. Factor loadings display the relationship between the indicator variables with their construct (Anderson, 1987). Higher factor loading implies a strong relationship between them (Frye et al., 2020). According to Cho and Sagynov (2015), and Gabe and Jaime (2022) factor loadings of 0.5 are acceptable. The correlation matrix results are displayed in Table 3. The correlation matrix displays the distinctiveness of each construct, which can be confirmed by checking whether each indicator variable uniquely loads on only one construct (Voorhees et al., 2016). Discriminant validity was confirmed because the values obtained on the inter-construct correlation values were below 0.90 (Henseler et al., 2015). According to Cheung, Cooper-Thomas, Lau, and Wang, (2023), the inter-correlation cutoff value to confirm discriminant validity is 0.9.

TABLE 3: INTER-CONSTRUCT CORRELATION MATRIX

	VA	RA	TSO	SECURITY	TRUST	PI
VA	1.00					
RA	0.52	1.00				
TSO	0.403	0.752	1.00			
SECURITY	-0.69	0.345	0.278	1.00		
TRUST	0.176	0.435	0.246	0.796	1.00	
PI	0.588	0.663	0.0579	0.286	0.16	1.00

Source: Analysis results

MODEL FITNESS TEST RESULTS

Model fitness indices are necessary to judge the adequacy of the hypothesized model (Knekta et al., 2019). In turn, adequacy can be assumed when the data collected supports the hypothesized model (Tabachnic & Fidell, 2013). It can be tested using different indicators (Melovic et al., 2021). To examine the validity of the questionnaire (Ali & Aziz, 2022). Van Laar and Braeken (2022) recommend the use of Chi-squared, CFI, and RMSEA.

All the analysis figures fell within the required threshold as shown in Table 4. It was only after confirming the model fitness that the structural model analysis was undertaken.

TABLE 4: GOODNESS OF FIT INDICES

Indices	Threshold	Current study value	Decision
Chi-square	Less than 3	1.830	Acceptable
CFI	0.8	0.8	Acceptable
RMSEA	0.08	0.064	Acceptable

Source: Analysis results

STRUCTURAL MODEL ANALYSIS RESULTS

Bootstrapping was performed to test the hypotheses and to check the statistical significance of the standardized regression path coefficients. Literature recommended t-values above 1.96 for support for the hypothesis with a p-value of 0.05 (Ali & Aziz, 2022; Gefen et al., 2000; Ayimbila & Pappoe, 2022). The study's outcomes are displayed in Table 5.

TABLE 5: STRUCTURAL EQUATION ANALYSIS RESULTS

Relationship	Hypotheses	Path coefficient	P-value	Decision
VA-PI	H1	0.145	**	Supported and significant
RA-PI	H2	0.163	**	Supported and significant
TSO-PI	H3	0.245	**	Supported and significant
SECURITY-PI	H4	0.254	**	Supported and significant
TRUST-PI	H5	0.560	**	Supported and significant

Source: Analysis results, for 0.05 significant level.

Positive values of the standardized regression coefficients suggest a positive relationship between the observed factors (Knittel & Ozaltun, 2020). The positive correlation coefficients imply that all the independent variables move together with PI. Further, the differences in regression coefficients emphasize that the impacts of the independent construct on PI are not the same (Knittel & Ozaltun, 2020), and the higher the path coefficient values, the greater the impact of the factor from which the arrow moves on the factor to which the arrow goes (Melovic et al., 2021).

DISCUSSION

Earlier studies on fast food have not attempted to isolate website characteristics that deal specifically with FF purchase decisions from developing countries' perspectives (Hanaysha, 2022; Chang & Su, 2022; Hossny, 2022). The majority of these studies have been conducted mostly from a developed economies perspective (Hanaysha, 2022; Murillo et al., 2022; Chang & Su, 2022; Hossny, 2022). Consequently, enablers of website-based purchase intentions in developing countries' context are relatively unexplored in literature. As a result, for these economies, academics and fast food business practitioners have been unable to thoroughly conceptualize the factors that encourage the adoption of website technology for businesses. The present study aimed at conceptualizing the relationship between specific factors with customers' purchase decisions in the South African context. Informed by related literature, factors of VA, TA, TSO, SECURITY, and Trust (TRUST) were identified as relevant website traits that impact customers' PI, and five hypotheses were posited (H1, H2, H3, H4, and H5). The hypotheses proposed that all these independent variables are significantly and positively related to online purchase intention. From the quantitative analysis, all five website characteristics were confirmed to be determinants of website-induced fast food PI. These outcomes are all in line with recent earlier studies as a few examples will illustrate.

On the time-saving nature of a fast food website and purchase intention, people would be more inclined to want to purchase from organizations that create time-saving opportunities in addition to them being secure (Pallathadka & Pallathadka, 2022). Also, many other studies confirm the same (Xiong, 2022; Alzoubi et al., 2022).

The Audio-visual nature of fast food websites and purchase intention is also in line with Pilloi, Kim, and Haldorai, (2022)'s conclusion that website audio-visuals enhance website features. This can be explained by its' nature of combining visual aesthetics and semantic information, which has been shown to result in positive customer perception (Alcaraz et al., (2022). This implies that to stimulate customers' fast food purchase intention, company websites should combine visual aesthetics and semantic information. For business practitioners, the layout of their online advertisements websites should provide both succinct product functionality such as health attributes as well as attractive visuals such as good colour mix in containers and store environment. Environment and packaging with high arousal value (Vieira, 2010). Colourful can also act as product or business differentiators (Labrecque & Milne, 2013).

On the relationship between fast food website security and Risk with purchase intention, it is generally accepted that people are concerned about technology's ability to gather sensitive personal data and the possibility of losing control over it (Tran & Nguyen, 2022). When security is perceived as lacking in any prompting for specific behaviours, feelings of the indeterminacy on potential consequences of behavior and eventual failure and dissatisfaction with those results are heightened (Rehman et al., 2020; Farzi et al., 2022; Rehman et al., 2020). These risk perceptions are

even more important for online purchase decisions because, in virtual environments, consumers can't test products physically (Rehman et al., 2020). Both Lin et al. (2020), and Tran and Nguyen (2022) conclude that security and privacy build up trust in online transactions and produce a positive effect on customers' buying decisions.

On the relationship between Trust in fast food websites and purchase intention, when people perceived a website as offering a relative advantage over others, it can naturally lead to feelings of trust (Jadil et al, 2022); Hsu Y Hsu (2014), trusting belief is viewed as the individual's perceptions of online vendor attributes, which are the honesty, integrity, and benevolence of e-retailers. The concept of trust as an attitude can be referred to as positive or negative feelings toward online sellers (Kim, 2012). Finally, Eastlick and Lotz (2011) conceptualized online trusting intentions towards the website as the consumer's willingness to rely on and depend on an online retailer; Several researchers in online shopping examined numerous antecedents of online trust (Agag & El-Masry, 2016; Al-Debei et al., 2015; Hsu & Hsu, 2014; Lim, 2015). For example, one such study that took place in Taiwan found security and privacy to have an important role in predicting trust toward using e-commerce platforms (Hsu & Hsu, 2014). Additionally, Al-Debei et al. (2015) provided useful insights by indicating that online shopping trust was enhanced by electronic word of mouth. Moreover, a study in Malaysia reported that experience in electronic shopping has a considerable effect on consumers' trust perceptions (Agag & El-Masry (2016b; Jadil et al., 2022).

On the Relative advantage of a website offering and the PI, it can be safely concluded there would be many aspects of websites that give a business a competitive edge over its competitors. Al-Abadi, (2022) and Lim et al, (2022) agree that websites offer relative advantages to businesses. The advantages can flow from many other factors such as those identified in the present study because websites present mental images of food items (Balasudarsun et al., 2022).

IMPLICATIONS OF THE STUDY AND CONCLUDING REMARKS

This study was the first attempt to understand factors that motivate consumers to use website technology in the fast food purchase decision for a developing country like South Africa. It contributes to the extant marketing literature in several ways. First, most of the prior studies in fast food marketing on consumer intention do not specifically isolate relevant website characteristics to fast food businesses in a developing economy context. They, therefore, provide little insight into the reasons for the customer's intention to purchase fast food and to diffuse their brand experience among peers. Building on the BRT framework, the study has proposed a model that links website features and consumers' purchase intention. In so doing, the study enriches the existing collections of website characteristics and thus extends the application boundaries of the BRT to the fast food sector. It, therefore, opens up new avenues for possible qualitative studies that would further interrogate why these factors work in improving their purchase intentions. The study can also be replicated in other developing economies' contexts. For management practitioners, there are positive offshoots as well. Based on the study findings, a business should strive to enact convenient protocols and procedures of payment that are safe and secure (Ali & Aziz, 2022; Farzin et al., 2022). Fast food managers stand to benefit from streamlined issues that need to be in place when using website technology. This should go a long way towards limiting their technology expenditure budgets.

LIMITATIONS, FUTURE SCOPE, AND CONCLUDING REMARKS

As a result of the inclusion of generations Y and Z, and the exclusion of other population groups in this study, future research may include investigations to better understand the similarities and disparities between the perspectives of the various South African generational groups. To further understand the model and increase the quality and reliability of the results, future research could incorporate a qualitative component into the framework described in this paper. Similarly, the other industries can be integrated into the proposed framework and compared before the outcomes can be generalized.

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